

**CLAIMS**

What is claimed is:

- 1 1. A method for promotion reporting in a network-based supply chain management  
2 framework, comprising:
  - 3 a) identifying data associated with a promotion, the data including promotion item  
4 information, location information, and duration information;
  - 5 b) calculating a projected daily usage of the promotion item for a plurality of  
6 locations based on the data; and
  - 7 c) outputting the projected daily usage of the promotion item utilizing a network  
8 with TCP/IP protocol.
- 1 2. The method of claim 1, wherein each location includes a store.
- 1 3. The method of claim 1, wherein the calculating includes parsing the data based on  
2 location information and the promotion item, and dividing the data by the  
3 duration information.
- 1 4. The method of claim 1, wherein the promotion items include utensils.
- 1 5. The method of claim 1, wherein the promotion items includes food.
- 1 6. The method of claim 1, wherein the projected daily usage is outputted via a  
2 network-based interface.
- 1 7. The method of claim 1, further comprising calculating a projected daily usage of  
2 finished goods for the plurality of locations based on the data; translating the  
3 projections into a forecast of processed products required for the plurality of

locations; and translating the projections into a forecast of delivery and storage parameters.

8. A system for promotion reporting in a network-based supply chain management framework, comprising:

- a) logic for identifying data associated with a promotion, the data including promotion item information, location information, and duration information;
- b) logic for calculating a projected daily usage of the promotion item for a plurality of locations based on the data; and
- c) logic for outputting the projected daily usage of the promotion item utilizing a network with TCP/IP protocol.

9. The system of claim 8, wherein each location includes a store.

10. The system of claim 8, wherein the calculating includes parsing the data based on location information and the promotion item, and dividing the data by the duration information.

11. The system of claim 8, wherein the promotion items include utensils.

12. The system of claim 8, wherein the promotion items includes food.

13. The system of claim 8, wherein the projected daily usage is outputted via a network-based interface.

14. A computer program product for promotion reporting in a network-based supply chain management framework, comprising:

- a) computer code for identifying data associated with a promotion, the data including promotion item information, location information, and duration information;

- 6 b) computer code for calculating a projected daily usage of the promotion item for a  
 7 plurality of locations based on the data; and  
 8 c) computer code for outputting the projected daily usage of the promotion item  
 9 utilizing a network with TCP/IP protocol.

1 15. The computer program product of claim 14, wherein each location includes a  
 2 store.

1 16. The computer program product of claim 14, wherein the calculating includes  
 2 parsing the data based on location information and the promotion item, and  
 3 dividing the data by the duration information.

1 17. The computer program product of claim 14, wherein the promotion items include  
 2 utensils.

1 18. The computer program product of claim 14, wherein the promotion items includes  
 2 food.

1 19. The computer program product of claim 14, wherein the projected daily usage is  
 2 outputted via a network-based interface.